



HAVAS CAFÉ'S AGENDA 2024 EDITION



Week overview

Agenda to date

MONDAY

11am – The Havas Café opens its doors!

3pm – Panel "Seize the Moment: Unleashing America's Full Potential Through Diverse Consumers"

4.30-5.30pm - Roger Hatchuel Student Academy

5:30pm – Café closing

TUESDAY

11am-12pm – Panel "Redefining Human: Data Made Meaningful and the Convergence of Tech & Creativity"

1-2pm - Student lunch / Café closing

2-4pm – Meet with experts at the innovation corner*

6-8pm – Happy Hour

WEDNESDAY

9am – Breakfast

9.30-11am – A Roundtable on Elevating Storymaking with Banijay (by invitation only)

10-11am – Panel "Inclusivity & Experience: Redefining How Brands Will Play at the 2024 Olympics "

2-4pm – Meet with experts at the innovation corner*

4pm- Conversation "AI Today and In the Future"

4.30pm - Unveiling the Perfect Sneaker - A Sensia study (Havas Startup Accelerator)

5:30-8pm – Snapchat by Havas Discussion & Happy Hour

THURSDAY

9am – Breakfast

10:30-11:30am – Panel Prosumer "Gen AI: What Kind of World Will We Live in?"

12-1pm – BETC cocktail (by invitation only) / Café closing

2-4pm – Meet with experts at the innovation corner*

3pm- Conversation "AI Today and In the Future"

4pm – Panel "Innovate to Elevate: How Creative Disruption is Redefining Modern B2B Marketing"

5.30pm – Café closing

10pm - Havas Party & KCPK
Theme: Flower Power

FRIDAY

9am – Breakfast

11am – Panel (More information to come)

3pm – The Havas Café closes its doors

Seize the Moment:

Unleashing America's Full Potential Through Diverse Consumers

OVERVIEW:

The "Seize the Moment" panel at Cannes Lions is a pivotal discussion designed to highlight the transformative impact of US Hispanics on America's cultural and economic landscape. This session will draw from the second edition of the We Are All Human Foundation's Hispanic Sentiment Study, which first debuted at Cannes in 2018. The study captures the attitudes, aspirations, and values of over 2,500 US Latinos aged 14 and above, offering rich insights into the personal values, cultural identity and societal outlooks of this dynamic demographic.

Panelists will delve into how brands can engage the Hispanic community through culturally relevant creativity, emphasizing the importance of authentic representation. The discussion will cover the art and science of connecting with the audience, exploring how brands that genuinely embrace and reflect Hispanic culture resonate more deeply and foster stronger loyalty among consumers. This session is not only about understanding the Hispanic market, but also about leveraging its cultural and economic influence to drive brand success.

In a world driven by hyper-targeting, why do brands keep missing the mark with diverse audiences? Brands need to understand what drives these cultures and these markets. Otherwise, communications fall flat.

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When: Monday, June 17th 3-4pm

Where: Havas Café

[Register](#)

PARTICIPANTS:

- **Claudia Romo Edelman**, Founder and CEO, We Are All Human (*Moderator*)
- **Cid Wilson**, CEO and President, Hispanic Association on Corporate Responsibility (HACR)
- **Mónica Gil**, EVP – Chief Administration and Marketing Officer, NBCUniversal Telemundo Enterprises
- **Jorge A. Plasencia**, Global Chief Client Officer, Havas Creative Network and Founder & CEO Republica Havas

Redefining Human:

Data Made Meaningful and the Convergence of Tech & Creativity

OVERVIEW:

In a world saturated with AI, data, and technology, how do we rediscover the essence of humanity and infuse meaning into our interactions? This panel will delve into the intersection of technology and creativity, exploring the transformative power when these forces converge. Join us as we hear from voices across the spectrum - Cx executives, media mavens, brand visionaries, and esteemed tech partners (including Google) - as they share insights, strategies, and real-world examples of how to foster authentic human connections in an increasingly advanced digital world.

Discover how to harness the potential of technology to amplify human experiences and unlock new realms of creativity as panelists shed light on the challenges and opportunities presented by the latest technical developments, offering actionable insights for brands and marketers seeking to redefine human connections in the digital age.



When: Tuesday, June 18th 11am-12pm

Where: Havas Café

PARTICIPANTS:

- **Phoebe Connelly**, Senior Editor, AI Strategy & Innovation, The Washington Post (Moderator)
- **Dan Hagen**, Global Chief Data & Technology Officer, Havas Media Network
- **Umbar Shakir**, Partner Experiences, Tech & AI, Gate One
- **Marta Martinez**, Managing Director of Data, Measurement and Analytics at Google
- **Nuria De Andres**, Head of Global Media, Telefónica

Inclusivity & Experience:

Redefining How Brands Will Play at the 2024 Olympics

OVERVIEW:

The 2024 Paris Olympics is poised to be more than just a sporting event; it will be a global celebration of athleticism, culture, and entertainment. As brands recognize the immense opportunity presented by this convergence, they are strategically leveraging various platforms and initiatives to captivate and engage audiences worldwide in innovative ways. At the heart of this endeavor lies the recognition that the Olympics transcend more than just athletic competition, they represent a melting pot of cultures, traditions, and human stories. Brands are harnessing this rich tapestry by weaving their narratives into the fabric of the games, aligning their values with the universal themes of excellence, unity, and perseverance.

By embracing creativity, innovation, and purpose-driven initiatives, brands can leverage the power of the Olympic movement to inspire, unite, and leave a lasting impact on audiences around the world.



When: Wednesday, June 19th 10:00-11:00am

Where: Havas Café

PARTICIPANTS:

- **Katty Kay**, Special Correspondent, BBC Studios (*Moderator*)
- **Augustin Penicaud**, Vice President, Havas Play
- **Kristine Drullion**, Corporate Brand Strategy & Activation Director, LVMH
- **Antoine Dubois**, SVP Marketing, Loyalty & Sponsoring - Europe & North Africa, ACCOR
- **Grégoire Weil**, Managing Director, Conran Design Group

AI Today and in The Future

OVERVIEW:

This year, to help clients better understand how to accelerate their use of AI, Havas has dedicated a corner of the Havas Café to innovation. Stop by to learn how we are harnessing new technologies to shape the future of our industry. Throughout the week we'll be hosting cutting-edge demos, thought-provoking conversations, and engaging activations.

Join us on Wednesday and Thursday afternoons for a conversation on the capabilities of generative AI today and the possibilities for the future in partnership with Adobe.

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When:

- Wednesday, June 19th 4pm
- Thursday, June 20th 3pm

Where: Havas Café

PARTICIPANTS:

- **Mark Whelan**, Chairman and Chief Creative Officer, Havas UK
- **Camilla Nakagawa**, EVP of Global Transformation, Prose on Pixels
- **Jay Ganaden**, Director, Strategic Development, Pro Design + Firefly, Adobe

Gen AI: What Kind of World Will We Live In?

OVERVIEW:

Following an introduction by Mercedes Erra, Founder and President of BETC (ranked 1st creative agency in the world by WARC in 2023), we will delve into the findings of the latest edition of the Havas BETC Prosumer Report. These global proprietary Prosumer studies are conducted several times per year, polling more than 13,000 people across 33 markets, including Brazil, China, France, India, the United Kingdom, and the United States. As today's leading consumers and market drivers, Prosumers influence the brand choices and consumption behaviors of others.

Clément Boisseau and Sébastien Houdusse, Chief Strategy Officers at Havas and BETC, will present the new report, "*Gen AI - What kind of world will we live in?*", which is shedding light on the relationship consumers around the world have with AI, according to age, gender, or nationality, and how they place their hopes in this technology to solve problems they have been unable to solve so far. They will be joined by a panel of experts for a dynamic discussion on the implications of the study for brands in terms of creativity and customer experience, aiming to foster a deeper understanding and inspire actionable insights for our attendees.



When: Thursday, June 20th 10:30-11:30am

Where: Havas Café

PARTICIPANTS:

- **Introduction by Mercedes Erra**, Founder and President, BETC, President, BETC Fullsix and Havas O4
- **Clément Boisseau**, Chief Strategy Officer, BETC and Co-Founder, Maison BETC
- **Sébastien Houdusse**, Global Chief Strategy Officers, BETC and BETC Fullsix
- **Olivier Vigneaux**, CEO BETC Fullsix Group & Managing Director Havas CX Europe
- **Denise Colella**, Vice President – Head of Digital Strategy Group - Media & Financial Services, Adobe

Innovate to Elevate

How Creative Disruption is Redefining Modern B2B Marketing

OVERVIEW:

Creativity is the secret sauce transforming B2B marketing from bland to brilliant. In an increasingly competitive landscape, businesses are realizing that standing out requires more than just a polished pitch deck—it demands innovation and imagination. Creative marketing not only grabs attention but also builds memorable brand experiences that resonate with B2B buyers. From engaging storytelling to visually stunning content, creativity injects personality and emotion into what can often be a dry, transactional space. In essence, it's the spark that ignites connections, fosters loyalty, and drives real business impact in the B2B arena. This panel will interrogate the spark of creativity that is lighting a fire to modern B2B marketing.



When: Thursday, June 20th, 4:00-5:00pm

Where: Havas Café

PARTICIPANTS:

- **Valerie Beauchamp**, VP, Global Head of Agency Development & Marketer Education, LinkedIn
- **Andrea Glenn**, CEO, Ledger Bennett
- **Richard Atkinson-Toal**, VP, Global Brand & Marketing Communications American Express Global Business Travel
- **Mark Whelan**, Chairman and UK Group Chief Creative Officer, Havas UK